

10 Good reasons.....to be a Visit Wester Ross member!

- One of the best used tourism websites in the area, with nearly 12,000 user sessions (not “page views”) per month..... – that's 12,000 opportunities for somebody to see YOUR entry!
- An ever growing “facebook” presence, with over 5,000 subscribers to pages on Wester Ross and its Wildlife
- Regular e – based newsletter
- Low cost off season training opportunities, covering everything from first aid to marketing and business development
- Ongoing Development of events and festivals, including marketing support for these
- Discount on North Coast 500 membership
- Regular PR exposure for Wester Ross in the national press, and ongoing development of the Wester Ross brand image and logo
- A “seat at the table” and the ability to contribute directly toward industry development with major decision making organisations such as Scottish Tourism Alliance, Visit Scotland, North Highlands Initiative, and Highland Council - we work with ALL of these.
- Regular communication channels between committee, members, and the above organisations in an open and transparent manner.
- Currently a range of marketing initiatives underway promoting the whole of Wester Ross and the North Highlands areas, working jointly with similar groups in this region.

